

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KCRA

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KCRA-TV	Channel Numbers		Community of License					
			City	State	County	Zip Code		
	Analog	3 <input checked="" type="checkbox"/>	Sacramento	Ca	Sacramento	95814		
	Digital	35 <input checked="" type="checkbox"/>						
Licensee Hearst-Argyle Stations, Inc.								
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA 20	World Wide Web Home Page Address www.kcra.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
33875		12/01/14

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

324

Total 5:00 a.m. to 1:00 a.m. CSTs

5

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

40

Total 6:00 a.m. to 9:00 a.m. CSTs

3

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

95

Total 6:00 p.m. to 11:35 p.m. CSTs

1

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

PSAs -

During the months of January and February, KCRA aired the :15-second and :30-second PSAs provided by the NBA. In March, KCRA-TV aired local :30-second and :15-second PSA's as well as the :15-second and :30-second PSA's provided by the NBA.

Crawls/Tickers:

Here is the text of the crawls that aired on KCRA: ON FEBRUARY 17, 2009, FULL-POWER ANALOG BROADCASTING WILL END AND ANALOG-ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING

CONSOLES, VCARS, DVD PLAYERS, AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY LOGGING ON TO WWW.KCRA.COM/DTV OR BY CALLING 1-888-DTV-2009.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

The 30-minute show from the NBA, "Countdown to DTV: Are You Ready?" is scheduled to air in April and May 2008 on KCRA between the hours of 8am and 11:35pm. A local 30-minute show about the DTV Transition will air in June at 6:30pm.

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

Various news stories regarding the DTV Transition aired in several newscasts on KCRA. After the stories aired we received approximately 40 calls at our main switchboard and approximately 12 calls and/or emails into the KCRA Call 3 center from people looking for more information.

The DTV Transition stories that aired in KCRA's local news during the first quarter of 2008, included:

February 11 – KCRA 3 Reports @ 5pm
Story by KCRA-TV's Consumer Reporter
What is The Digital Swap (2 minute story)

February 15 – KCRA 3 Reports @ 5pm
Story: Coupons Handed Out for Swap (:30-second story)

February 18 – KCRA 3 Reports @ 6am
Story: Retail sales people at electronic stores appear not to be educated about the DTV transition. (:30-second story)

February 18 – KCRA 3 Reports @ 6:30pm
Story: A look at Converter Boxes at Radio Shack (1:45-minute story)

March 7 – KCRA 3 Reports @ 11pm
Story: Comcast Cable answers customer questions about the DTV Transition. (1:45-minute story)

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
www.kcra.com

KCRA-TV's has two different locations on its website in which to find DTV Transition information.

- 1) KCRA Digital TV and HD page.
- 2) KCRA Call 3 Program Solvers – Consumer Assistance
information provided on this page.

Both pages include the following DTV Transition information:

- DTV Countdown Clock
- Digital Transition FAQ
- Will I Need a New TV?

- How Do I Know If I Have An Analog Or Digital TV?
- Do I Need A Special Antenna To Receive Digital TV?
- Will I Be Able To Use My Existing VCR?
- How Is DTV Different Than The Current TV?
- Where Can I Purchase A DTV Converter Box?
- When Can I Get A Coupon For A DTV Converter Box?
- How Do I Sign Up For The Converter Box Coupon Program?
- What Does HDTV Mean For KCRA Viewers?

Video presentations about DTV on the site page include:

- Is cable DTV Ready?
- All About the Converter Box

Call 3 Consumer Help:

- Glossary of HD Terms
- Guide to HDTV
- What is DTV and HDTV?

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

KCRA Creative Services Director spoke to approximately 50 members of the Auburn Host Lions Club on March 12, about the DTV Transition that takes place in less than a year from now. The topics of discussion in the presentation included:

- Television sets connected to cable or satellite won't be affected.
- Analog TV sets not connected to cable or satellite, or without a digital TV converter box, will not receive any television signals after the date of the switch.
- If you currently need a rooftop antenna to receive TV, the same antenna generally will be used to receive digital.
- For information on the \$40 coupons for converter boxes, go to www.ntia.doc.gov.

☒ Community Events

Comments (add additional sheets where necessary):

BLACK EXPO '08
March 27-28, 2008

KCRA and KQCA participated as media sponsors at the 2008 Black Expo on March 27 and 28. We had a DTV presentation playing in our booth and handed out brochures on the DTV transition. The annual Black Expo event drew more than 50,000 people over the three day event. The Black Expo provides information and business growth opportunities for participants featuring an emphasis on areas such as technology, youth and education, health, home ownership and career, just to name a few. The Black Expo was a free event and opened to the public.

☒ Other (describe)

Comments (add additional sheets where necessary):
Congresswoman Doris Matsui met with KCRA President
and General Manager at KCRA-TV to discuss the DTV
Transition.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Shirley Sullivan	Typed or Printed Title of Person Signing Program Director
Signature <input checked="" type="checkbox"/>	Date 4/7/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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